

ADOPTED IN 1985

# WESTERN SHORELINE

## INTRODUCTION

The conservation of the California coast has always been of interest and concern to San Francisco. From the early years of the city's history, the coastal beach and cliff areas have been an important recreational and natural resource to the people of San Francisco and the Bay Area. There has always been an intense interest among the city's citizens in maintaining the area for the use and enjoyment of the public. This position was underscored by the enthusiastic participation of the City in establishing the Golden Gate National Recreation Area and the overwhelming voter support for Proposition 20 in 1972 which led to the passage of the Coastal Act of 1976. Pursuant to that act San Francisco prepared a Local Coastal Program adopted by the City Planning Commission, and the Board of Supervisors, and certified by the California Coastal Commission on April 26, 1984.

The City Planning Commission is responsible for adopting and maintaining a comprehensive long-term general plan for future development of the City and County of San Francisco known as the Master Plan. The Plan is divided into a number of functional elements, including Urban Design, Residence, Recreation and Open Space, Commerce and Industry, Environmental Protection,

Transportation, and a number of subarea plans, including the Civic Center Plan, Northeastern Waterfront Plan and the Central Waterfront Plan.

The policies of the Local Coastal Program, together with the addition of summary objectives to the various section headings to make it compatible with other area plans, are being incorporated in the City's Master Plan, as an area plan under the title Western Shoreline Plan.



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The San Francisco Coastal Zone extends approximately 6 miles along the western shoreline from the Fort Funston cliff area in the south to the Point Lobos recreational area in the north. The south end of the Coastal Zone includes the Lake Merced area, the Zoo, the Olympic Country Club, and the seashore and bluff area of Fort Funston. The Coastal Zone spans the Ocean Beach shoreline and includes Golden Gate Park west of Fortieth Avenue, the Great Highway corridor and the adjacent residential blocks in the Sunset and Richmond districts. The north end of the seashore includes the Cliff House and Sutro Baths area, Sutro Heights Park, and Point Lobos recreational area.



Most of the San Francisco western shoreline is publicly owned. Golden Gate Park, the Zoo, and Lake Merced contain 60% of the 1,771 acres which comprise the Coastal Zone area. Another 25% of the Coastal Zone is within the Golden Gate National Recreation Area (GGNRA). Only 14% of the land is privately owned, and 9% of this land is within the Olympic Country Club area. The remainder 5% is private residential and commercial property which fronts or lies in close proximity to the seashore.

The Coastal Zone is the area shown on map 1.

The area covered by the Western Shoreline Plan is divided into ten subareas as listed below and shown on Map 2.

- The Great Highway
- Golden Gate Park
- The Zoo
- Lake Merced
- Ocean Beach

- Sutro Heights Park
- Cliff House Sutro Baths
- Fort Funston
- Olympic Country Club
- Richmond and Sunset Residential Neighborhoods

The Plan consists of transportation policies for the entire Coastal Zone and of specific policies relating to the ten subareas.

## OBJECTIVES AND POLICIES

### TRANSPORTATION

#### OBJECTIVE 1

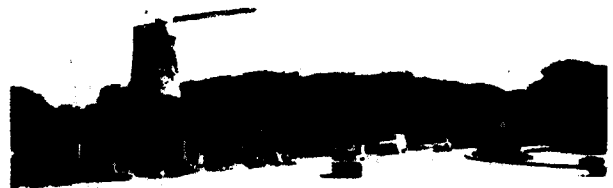
IMPROVE PUBLIC TRANSIT ACCESS TO THE COAST.

#### POLICY 1

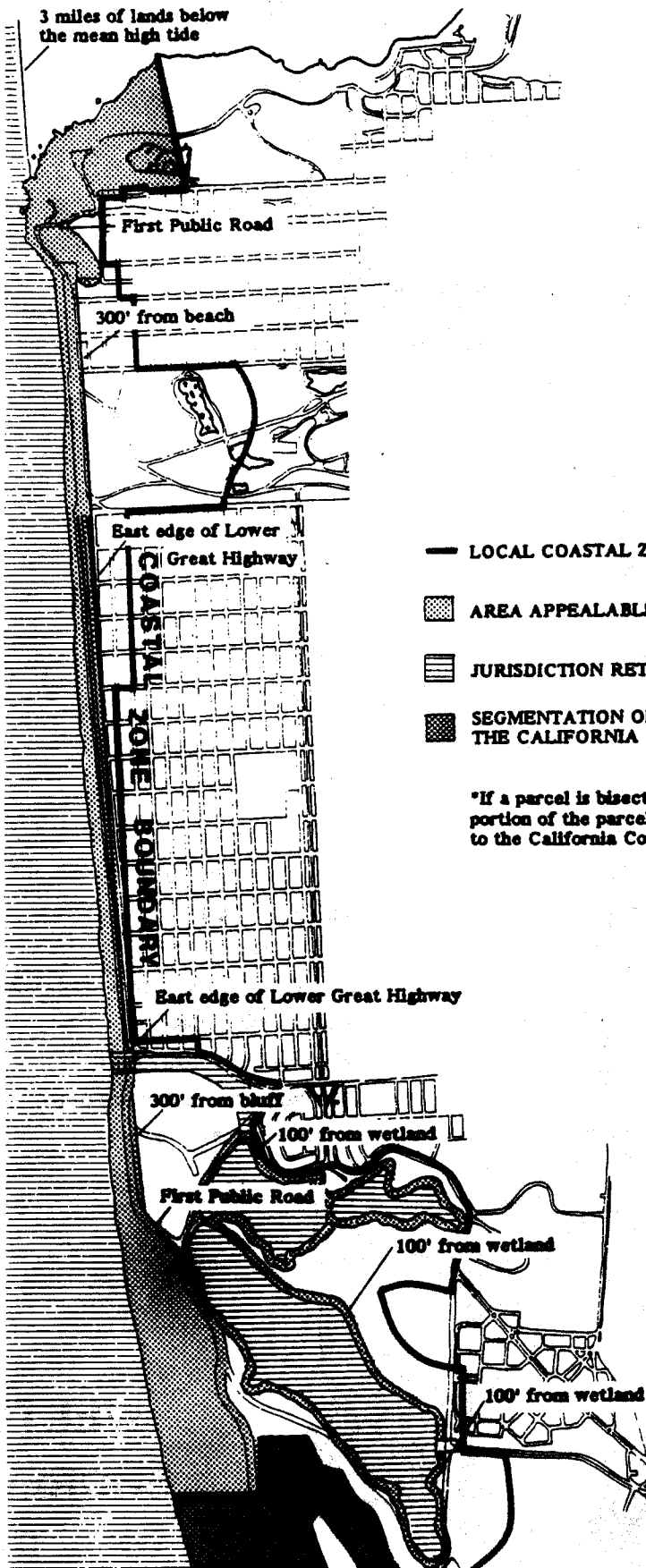
Improve crosstown public transit connections to the coastal area, specifically Ocean Beach, the Zoo and the Cliff House.

#### POLICY 2

Provide transit connections amongst the important coastal recreational destinations.

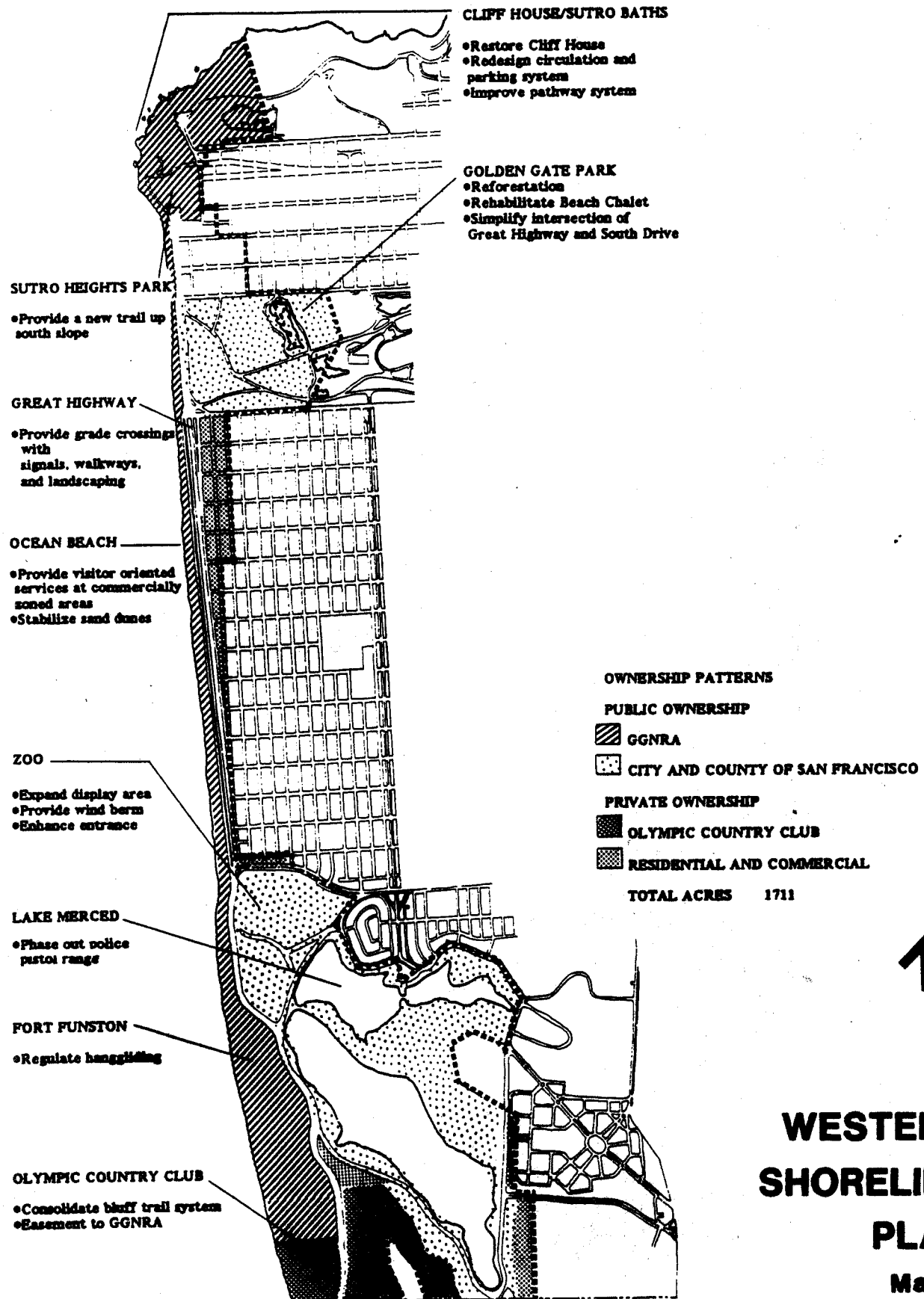


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# COASTAL ZONE AREA

Map 1



**WESTERN  
SHORELINE  
PLAN**

**Map 2**

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### **POLICY 3**

Connect local transit routes with regional transit, including BART, Golden Gate Transit, and the Golden Gate National Recreation Transit.

### **POLICY 4**

Provide incentives for transit usage.

### **POLICY 5**

Consolidate the Municipal Railway turnaround at the former Playland-at-the-Beach site.

### **POLICY 6**

Provide transit shelters at the beach for transit patrons.

## **THE GREAT HIGHWAY**

### **OBJECTIVE 2**

**REDESIGN THE GREAT HIGHWAY TO ENHANCE ITS SCENIC QUALITIES AND RECREATIONAL USE.**



### **POLICY 1**

Develop the Great Highway right-of-way as a four lane straight highway with recreational trails for bicycle, pedestrian, landscaping, and parking. Emphasize slow pleasure traffic and safe pedestrian access to beach.

### **POLICY 2**

Maintain the landscaped recreational corridor adjacent to the development at the former Playland-at-the-Beach site to provide a link between Golden Gate park and Sutro Heights park.

### **POLICY 3**

Provide for a continuation of the bicycle trail by an exclusive bicycle lane on public streets between the Great Highway and Point Lobos.

### **POLICY 4**

Improve public access to Ocean Beach from Golden Gate Park by providing a landscaped bridge over vehicular underpass, if funds are not available improve public access by providing grade crossings with signals, walkways, lighting and landscaping.

### **POLICY 5**

Locate parking for users of Ocean Beach and other coastal recreational areas so that the Great Highway need not be crossed. Provide limited parking east of the highway for park use. Design parking to afford maximum protection to the dune ecosystem.

### **POLICY 6**

Provide permanent parking for normal use required by beach users in the Great Highway corridor (taking into account the increased accessibility by transit); provide multiple use areas which could be used for parking at peak times, but could be used for recreational uses when not needed for parking.

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#### **POLICY 7**

Improve pedestrian safety by providing clearly marked crossings and installing signalization.

#### **POLICY 8**

Enhance personal safety by lighting parking areas and pedestrian crossings.

#### **POLICY 9**

Improve public access to Ocean Beach south of Lincoln Avenue by providing grade crossing with signals and walkways at every other block.

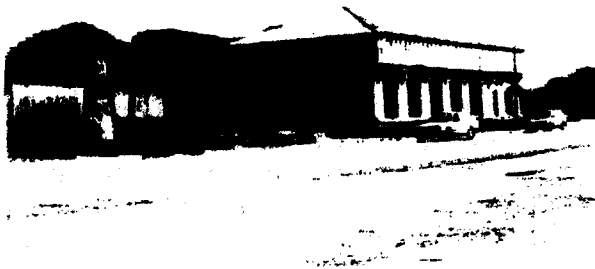
### **GOLDEN GATE PARK**

#### **OBJECTIVE 3**

**ENHANCE THE RECREATIONAL CONNECTION BETWEEN GOLDEN GATE PARK AND THE BEACH FRONTAGE.**

#### **POLICY 1**

Strengthen the visual and physical connection between the park and beach. Emphasize the naturalistic landscape qualities of the western end of the park for visitor use. When possible eliminate the Richmond-Sunset sewer treatment facilities.



#### **POLICY 2**

Continue to implement a long-term reforestation program at the western portion of the park.

#### **POLICY 3**

Develop and periodically revise a Master Plan for Golden Gate Park to include specific policies for the maintenance and improvement of recreational access in the western portion of the park.

#### **POLICY 4**

Rehabilitate the Beach Chalet for increased visitor use.

### **THE ZOO**

#### **OBJECTIVE 4**

**IMPROVE THE QUALITY OF THE ZOO AND ITS RELATIONSHIP TO THE COASTAL ZONE RECREATIONAL SYSTEM.**

#### **POLICY 1**

Maintain the landscaped park-like atmosphere of the Zoo.

#### **POLICY 2**

Enhance visitor interest in the Zoo by pursuing a specific Zoo Master Plan for modernization and improvement of Zoo facilities and enhancement of the animal collection.

#### **POLICY 3**

Allow location of a sewage treatment plant and a pump station to serve the western area of San Francisco on Zoo property. Locate and design the facilities to maximize their joint use by the Zoo.

## LAKE MERCED

### OBJECTIVE 5

**PRESERVE THE RECREATIONAL AND NATURAL HABITAT OF LAKE MERCED.**

#### POLICY 1

Preserve in a safe, attractive and usable condition the recreational facilities, passive activities, playgrounds and vistas of Lake Merced area for the enjoyment of citizens and visitors to the city.

#### POLICY 2

Maintain a recreational pathway around the lake designed for multiple use.

#### POLICY 3

Allow only those activities in Lake Merced area which will not threaten the quality of the water as a standby reservoir for emergency use.

#### POLICY 4

As it becomes obsolete, replace the police pistol range on the southerly side of South Lake with recreational facilities.



#### POLICY 4

Expand the existing Zoo area west toward the Great Highway and south toward Skyline Boulevard.

#### POLICY 5

Provide a wind berm along the Great Highway for protection and public viewing of Ocean Beach and the Pacific Ocean.

#### POLICY 6

Enhance the entrance to the Zoo by providing visitor amenities at the northwest corner.

#### POLICY 7

Provide parking near the entrance to the Zoo for those visitors who cannot reasonably use public transportation.

#### POLICY 8

Provide for the reasonable expansion of the Recreation Center for the Handicapped for recreation purposes. Accommodate that expansion in a way that will not inhibit the development of either the Zoo or the treatment plant.



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## OCEAN BEACH

### OBJECTIVE 6

MAINTAIN AND ENHANCE THE RECREATIONAL USE OF SAN FRANCISCO'S OCEAN BEACH SHORELINE.

#### POLICY 1

Continue Ocean Beach as a natural beach area for public recreation.

#### POLICY 2

Improve and stabilize the sand dunes where necessary with natural materials to control erosion.

#### POLICY 3

Keep the natural appearance of the beach and maximize its usefulness by maintaining the beach in a state free of litter and debris.

#### POLICY 4

Maintain and improve the physical condition and appearance of the Esplanade between Lincoln Way and the Cliff House.

#### POLICY 5

Enhance the enjoyment of visitors to Ocean Beach by providing convenient visitor-oriented services, including take-out food facilities.



### POLICY 6

Extend the seawall promenade south to Sloat Boulevard as funds become available.

## SUTRO HEIGHTS PARK

### OBJECTIVE 7

PRESERVE AND RESTORE SUTRO HEIGHTS PARK.



#### POLICY 1

Continue the use of Sutro Heights Park as a park, preserve its natural features, and retain its quiet neighborhood orientation.

#### POLICY 2

Restore elements of the historic garden and landscaping and include minor interpretive displays and seating areas.

#### POLICY 3

Improve access between Golden Gate Park and Sutro Heights Park by providing a new trail system up the south slope of Sutro Heights Park within the La Playa Street right-of-way for equestrians, pedestrians and joggers.

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#### **POLICY 4**

Protect the natural bluffs below Sutro Heights Park. Keep the hillside undeveloped in order to protect the hilltop landform, and maintain views to and from the park. Acquire the former Playland-at-the-Beach site north of Balboa if funds become available.

### **CLIFF HOUSE - SUTRO BATHS**

#### **OBJECTIVE 8**

**MAINTAIN THE VISITOR ATTRACTIVENESS OF THE CLIFF HOUSE AND SUTRO BATH COMPLEX.**

#### **POLICY 1**

Develop the Cliff House/Sutro Bath area as a nature-oriented shoreline park. Permit limited commercial-recreation uses if public ownership is retained and if development is carefully controlled to preserve the natural characteristics of the site.

#### **POLICY 2**

Restore the Cliff House to its 1909 appearance or, if financially feasible, to an accurate replica of the original 1890 structure.

#### **POLICY 3**

Insure hiker safety by providing a clearly marked and well maintained pathway system.



#### **POLICY 4**

Redesign parking and vehicular circulation in the area to relieve congestion and provide for the safety of pedestrians crossing Point Lobos.

#### **POLICY 5**

To increase visitor enjoyment, mitigate the noise and air pollution caused by tour buses by relocating bus waiting areas.

### **FORT FUNSTON**

#### **OBJECTIVE 9**

**CONSERVE THE NATURAL CLIFF ENVIRONMENT ALONG FORT FUNSTON.**



#### **POLICY 1**

Maximize the natural qualities of Fort Funston. Conserve the ecology of entire Fort and develop recreational uses which will have only minimal effect on the natural environment.

#### **POLICY 2**

Permit hanggliding but regulate it so that it does not significantly conflict with other recreational and more passive uses and does not impact the natural quality of the area.

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## OLYMPIC COUNTRY CLUB

### OBJECTIVE 10

RETAIN THE OPEN SPACE QUALITY OF THE OLYMPIC COUNTRY CLUB AREA.



### POLICY 1

If the private golf course use is discontinued, acquire the area for public recreation and open space, if feasible.

### POLICY 2

Maintain the existing public easement along the beach. Encourage the granting of an additional easement by the Olympic Country Club to the National Park Service for public use and maintenance of the sensitive bluff area west of Skyline Boulevard as part of the Golden Gate National Recreation Area.

### POLICY 3

Protect the stability of the westerly bluffs by consolidating the informal trails along the bluff area into a formal trail system which would be clearly marked. Coordinate the lateral trail system along the bluff with the San Mateo trail system south of the San Francisco boundary.

## RICHMOND AND SUNSET RESIDENTIAL NEIGHBORHOODS

### OBJECTIVE 11

PRESERVE THE SCALE OF RESIDENTIAL AND COMMERCIAL DEVELOPMENT ALONG THE COASTAL ZONE AREA.

### POLICY 1

Preserve the scale and character of existing residential neighborhoods by setting allowable densities at the density generally prevailing in the area and regulating new development so its appearance is compatible with adjacent buildings.

### POLICY 2

Develop the former Playland-at-the-Beach site as a moderate density residential apartment development with neighborhood commercial uses to serve the residential community and, to a limited extent, visitors to the Golden Gate National Recreation Area.

### POLICY 3

Continue the enforcement of citywide housing policies, ordinances and standards regarding the provision of safe and convenient housing to residents of all income levels, especially low- and moderate-income people.

### POLICY 4

Strive to increase the amount of housing units citywide, especially units for low- and moderate-income people.

### POLICY 5

Work with federal and state funding agencies to acquire subsidy assistance for private developers for the provision of low- and moderate-income units.

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**POLICY 6**

Protect the neighborhood environment of the Richmond and Sunset residential areas from the traffic and visitor impacts from the public using adjacent recreation and open space areas.

**POLICY 7**

Maintain a community business district along Sloat Boulevard within the Coastal Zone to provide goods and services to residents of the outer Sunset and visitors to the Zoo and Ocean Beach.



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